

BenjaminBradley We will begin today's webinar on Writing Better SEO Content in about 30 minutes.

BenjaminBradley You will need to refresh your browser window if you do not see the PDF download for the day.

Nathan Hi all. Howdy Prof.

BenjaminBradley Afternoon Nathan

Marcy Hello Everyone! Looking forward to today's session.

Joe H Hello all from sunnyless Southwest Florida

BenjaminBradley I'm just getting a few more things turned on her

BenjaminBradley here

Migdalia Hello All!!!

Nathan Your basement dry yet?

Nathan good plan

Nathan sounds great

Nathan Annie, Annie are you ok?

Nathan oh myyyyyy

Migdalia @BB - Was last week Fire Fighters appreciation week? Either way, we all appreciate your work and efforts!!!

Migdalia @Nathan - there you go Nathan, you can play the victim!!!

Deborah Hello all from blustery Ontario!

Migdalia Smart Pugsy!

Nathan Hi Migdalia

Kerry Hey everyone

Sanford Greeting @BB, @Nathan and @Migdalia and @Kerry when she gets here :)

Nathan Hiya Kerry

Nathan and Sanford

Nathan Roll Tide :D

Migdalia Hi Sanford!!!

ChrisMalone hey y'all

HRH Hello everyone

Nathan Hi Chris

Sanford @Nathan - looks like the Tide is rollin' again!!

EricKing Hi all

Kathy Hi Everyone!

MJ\_McL G'Day All from a cold, blustery and overcast State of Corruption. Trust everyone had an enjoyable weekend.

Andi hi all

ChrisMalone anyone remember the name of the plugin that BB talked about that grabs content from another site?

Jerry Kayne Hi gang

Kerry I am hoping to learn something today but suspect I will be very familiar (and hopefully practicing) most of it

Doug That's funny, I have a huge mason jar of iced tea!

ChrisMalone I always pick something up!

Deborah looks like the gangs all here. :)

ChrisMalone Usually pick a LOT up...  
Andi but it's all good.  
Kerry @Chris WebGrabber at Code Canyon  
ChrisMalone that's it. thanks!  
Nathan It's always good to hear someone else's perspective of stuff we're familiar with  
Kerry @BB I don't like the oops'es  
ChrisMalone @kerry... can I buy things through my own affiliate account?  
Andi you're a good writer, BB  
CherylP U r so good at it!  
Nathan @Chris... WebGrabber works so marvelously :)  
Kerry not typically your own, no... but if you need one: <http://www.ultimatesolution.biz/WebGrabberPlugin>

Barbara Rowen Hi all. Happy Monday.  
Sanford Revision is the Key!!  
Jerry Kayne I have one of those wives  
ChrisMalone I LAUGHED about the Grammer misspelling. That was funny  
Barbara Rowen and a good dictionary.  
Andi this is true, practice makes nearly perfect....plus a competent spouse proofreader!!

ChrisMalone Just watched that webinar this morning.  
CherylP here...here!  
Jerry Kayne She's the typo police  
Sanford @kerry - what does Web Grabber do?  
ChrisMalone ha ha  
ChrisMalone webinar is over..  
Sanford go it - thanks!  
ChrisMalone that's it.  
Kerry @Sanford grabs content from other sites and puts it where you want it to display on your site  
Sanford so it is a Code Canyon Plugin - Correct?  
Nathan I've got it grabbing movie listings from a local theater and putting the content on our magazine site  
Sherry phew -- just made it -- hi all!  
Kerry Hi Sherry  
Serena Hi  
Sherry Hi Kerry  
TomD @BB: I'm a former newspaper copy editor and still have my wife, former college English instructor, check my work  
Sanford @Nathan - so you are using Web Grabber like RSS?  
ChrisMalone Okay @Kerry... i got it with your affiliate.  
Stacey Hi All  
Kerry Thanks Chris!  
Kerry @Chris how is your big project going?  
Kate Hi from SoCal!  
Kerry Hi Stacey

Kerry Hi Kate  
Nathan @Sanford... no, it actually grabs text off a web page between divs or whatever and plops it in the format you specify on your site. It checks daily and caches it

ChrisMalone @Kerry... with Kenny?  
JeremyT\_in\_SG Bonjour tout le monde!  
Stacey @Kerry Hi!  
ChrisMalone PIGS  
Kerry @Chris yeah!  
Nathan hippie seo  
Nathan lol  
Andi looks real, too  
Deborah LOL i think the pigs will forever be part of the WD chat.  
Nathan its like totally seo dude  
ChrisMalone @Kerry Still talking. He's supposed to decide what he's gonna do this week. Also talking about doing some photoshop stuff for them. But all still talking. It seems like it's going to work out tho

ChrisMalone Thanks for asking.  
Nathan Char was messing with Google  
HRH nice slide  
Ray Hello all!  
Andi hi Ray  
ChrisMalone @Kerry - launching a health food store site this weekend! Busy at finishing it up... needed the web grabber for something for that.

OverHall Hi everyone!!!  
Kerry Hello Janet  
Barbara Rowen Hi Janet.  
HRH webgrabber sounds interesting - was it covered in a previous class?

OverHall @Kerry and Bar - hey there!  
JeremyT\_in\_SG Hi all  
OverHall @JeremyT\_in\_SG hi there!  
Barbara Rowen @HRH, I believe it was covered in a Members Only Chate.  
JeremyT\_in\_SG Hi Ruth  
Andi Hi Jeremy!  
Kate Longer article :o(  
Mike Cannon long article>1000 words?  
OverHall @Andi -hi there!  
Sanford Thanks, @Nathan and @Kerry.  
OverHall @Sanford and @Nathan - good to see you both here today!  
Andi Hi OverHall. Wish me luck to conclude a deal today.  
Nathan Hi OverHall  
JeremyT\_in\_SG Some antics? I'm always up to some antics  
OverHall @Andi - you got it baby!!!  
Barbara Rowen @Ruth, prayers coming your way  
Andi thanks, all.

HRH define long and short article BB- How many words is ideal?  
Kerry Good SEO article at least 300 words, the new standard is 400 words

Kerry and that is what the counters look for  
JeremyT\_in\_SG It's only words, and words are all I have to take your heart away  
ChrisMalone "@kerry so longer article = better content in the ""crawler""'s eyes?"  
Andi Lead and summary  
Kerry @Chris in a general sence yes but it has to contain useful content as well

HRH I love writing- so this is good news.  
Mike Cannon When I was a speechwriter, we translated one page of double-spaced type as 250 words or so and one minute of reading time (aloud), I would hazard a guess that audience attention span would determine

Mike Cannon how long is too long  
Andi good, this is quite heartening.  
Barbara Rowen Tell them what you're going to tell them, tell them, and then tell them what you just told them.

HRH lol- we will wait  
Nathan Hi Bar  
Kerry @Mike when they leave your site... LOL  
Barbara Rowen Good to see you @Nathan.  
OverHall neighbor lost her cat - was at door - miss anything?  
Nathan haha  
JeremyT\_in\_SG A sales letter is as long as it needs to be to get the prospect to take action

David A Rosales Here...  
HRH mine average 750-900  
TomD @BB: If you are rephrasing information it is probably too long  
Barbara Rowen Hi @Kerry.  
Barbara Rowen Hi @DavidR.  
David A Rosales Hye @Barbara  
ChrisMalone @sanford -- btw, because fo the way webgrabber works, the text is all revelaed to indexers.

David A Rosales \*Hey  
ChrisMalone wow...that was bad spelling....  
Andi the rooster?  
OverHall yep  
Nathan Looks like Justin is rubbing off on Benjamin :)  
ChrisMalone well I say...content...content is king  
Andi I'm getting an image... many times.  
ChrisMalone we need fowlipsum.com  
Pam That's not just AY ol' rooster!! LOL!!  
Nathan @Chris... which is better than foulipsum :)  
ChrisMalone amen to that  
Pam ANY <sp

HRH friends, we have officially moved from the pigsty to the henhouse, now

Nathan Search, I say, search boy

Andi our rooster croaked due to an overabundance of zeal for the hens.

Nathan @Andi - life lesson there :)

Sherry @Andi -- lol

MJ\_McL @Andi. LOL !

SusanK yes

Nathan That seems like forever ago

HRH thats because the rooster refused to diversify his interests, ruth

Andi LOL @HRH

Sanford "@Nathan - is that ""Foghorn Leghorn"" you are quoting?"

Nathan top search query - @Sanford, I hope so

Mike Cannon how many people here have an editorial calendar?

ChrisMalone @anyone... do you know of a script for facebook like button like Benjamin's g+ button?

David A Rosales That site puts @BB over the 100k mark!! ;)

Nathan People want the graphics

OverHall @Chris - if you log into your account or do a search you can find it

David A Rosales @BB are they finding it via Google Images?

Nathan "query - ""benjamin bradley, no the other one""

ChrisMalone it's a script like that short code or the long script?

HRH Chris, look at Facebooks social plugins - there was one for the like button that can be placed on your site

Robert Hi Benjamin

ChrisMalone @hrh - have you seen a shortcode or just the long script that you paste each time?

Sherry @Nathan -- lol!

MichelleO Hi All

OverHall Hey @MO

SusanK Hey MO

HRH can't remember Chris- I think it was long code

Barbara Rowen Hi MO. Good to see you today.

Andi good distinction @BB. ranking=computer relevant=human

Aditi @bb, but how do people find you on pg 80 of google search?

Nathan When you're on page 79 and hit next?

SusanK Ahhh Nathan, lol

Sanford @BB is there a Link for that Article?

Nathan just here to help

Kerry Hi MO! and Susank

SusanK Hey Kerry

Sanford got it, thanks.

jmac hey all

Barbara Rowen Hi @jmac.

OverHall hey @jmac

SusanK Hey Jmac

David A Rosales @BB sometimes its hard to explain to clients WE NEED CONTENT... its comical

Sanford @BB - so if we are doing a Client's SEO - then we need to set up the Client's Site - with Google Webmaster - Correct?

jmac no kidding

David A Rosales @Sanford YES

Sanford Thanks @David.

jmac @sanford, I create a google analytics site for all my accounts

ChrisMalone @BB would you say that again?

David A Rosales @Sanford jmac is correct there too

Nathan that's an excellent tip

Bryan how long should you let it grow before rewriting?

Sanford Write the Article – then go into Web Master Central – and see how it performs(e.g. individual Queries) and then Optimize to those Individual Queries.

David A Rosales geez I am almost looking at somethings daily...

ChrisMalone does woopra do the same thing?

jmac @BB for your own site and only if a customer is paying you to do this for theirs right?

ChrisMalone ah... right. makes sense

jmac woopra is neat live

Nathan @jmac - if it takes your time, you should charge for it

jmac Hey Nathan, agreed

jmac It's John M FYI

Nathan aaahhh hey man

Andi no, how?

Sanford @BB - are Google and Bing - the main Webmaster Tools to use? - or are there Others?

Nathan It was a failed adhesive

Mike Cannon like blu-tac

SusanK Sanford, Yahoo

Andi and post-it notes?

Kerry @Sanford go read the blog on Webdesign, BB did like a three part article on that

SusanK However, Yahoo charges at least \$199 a year to submit a site to repositioning

Andi <http://history1900s.about.com/od/1950s/a/sillyputty.htm>

Nathan

Sanford Thanks @Kerry

Nathan I thought it came from pigs...

David A Rosales @BB BTW the latest silly putty DOES NOT work like that anymore

ChrisMalone i used to do that.

Nathan Can't do that any more because the printing process is different...

David A Rosales its terrible

SusanK David R - you would know, lol

Andi say it ain't so, @David!

David A Rosales @Andi its true... its very tru

Andi bummer  
Sanford @Susank - Yahoo charges to use their Webmaster Tools?  
David A Rosales @Susank lol... what I got kids!  
Nathan @DAR - it's not the putty, it's the printing...  
David A Rosales @Nathan really? that is a shame...  
Susank Sanford, no. They charge to submit your site to Yahoo.  
Andi very good analogy  
Kerry @DavidR newspapers probably changed their ink so it does not work, LOL  
Nathan yep... try to smudge the paper today like you used to be able to, you can't  
David A Rosales @Nathan hmmm good point  
Sanford @Susank - is Submitting a Site to yahoo still worth it?  
Susank Newspapers changed their ink  
MJ\_McL What are the Webmaster Tools that we should use: Google, Bing, Yahoo ? Any others?  
Kerry @Nathan so silly putty needs to reformulate! lol  
ChrisMalone hmmm... i'm behind. :)  
TomD Most newspapers use fast drying soy ink, rather than oil based inks  
Susank Sanford. Depends on if you feel your site will make back the money.  
Nathan Also I think the RIAA/MPAA sued silly putty for copyright violation :D  
jmac @BB what was the open source analytics you mentioned the other week  
jmac that's it  
David A Rosales SEOMOZ....  
Deborah For those of you running multiple biz websites, do you open separate SEngine accounts for each site or use one biz account for all?  
Sanford Thanks @Susank  
Susank Sanford, it's yearly  
Sanford Got it - Thanks @Susank  
Susank You're welcom  
ChrisMalone @deborah - I was wondering that too  
Bryan Do you have a recommended plugin for Wordpress SEO?  
Mike Cannon Just as a spoiler, here's an article about how content is \*not\* king but design is :<http://socialtriggers.com/content-is-king-myth/>  
ChrisMalone @bryan Use BUILDER and it's all built in  
Kerry @Sanford Susank and David R are my SEO go to guys for the nitty gritty beyond the basics  
David A Rosales Panda eats and spits out bad Bambo... Bambo takes awhile to grow... Panda respects good Bambo  
Susank I like builder seo  
Nathan fear the panda  
Susank But you MUST set it all up for it to work. Don't just install and leave  
David A Rosales @Nathan I say embrace him... he is cute  
HRH original and long, good articles

SusanK Thanks, Kerry  
Deborah @ChrisM I believe @BB runs multiple sites so perhaps he will answer that for us.

OverHall @Bryan I use Builder SEO and ALL-in-one-SEO  
David A Rosales that's what she.... nevermind  
Bryan @susank @overHall thanks  
Sanford Today - Google asked me to use Google + - to let it know if the Site was Relevant to me.

Andi oh good, because people steal my copy  
jmac @BB any thoughts on what to do with a business site that isn't blogging?

David A Rosales "@BB how do you feel about things like ""Unique Article Wizard""  
jmac yes  
Sanford Thanks @Kerry  
David A Rosales Indeed  
Martin What do you guys think about the Yoast SEO Plugin?  
Stacey @BB - what about use of H1, H2?  
SusanK Martin, doesn't play nice with plugins  
Sanford i think that businesses like Paid Content, etc. were hurt by Google Panda

David A Rosales @Stacy that is important  
David A Rosales @Martin we like the Easy WP SEO  
SusanK Agree with David R. H1 and H2 are important  
TomD If you write for an ezine, these sites may have more authority and could give them a higher placement in the search

Kerry @DavidR I have not found that with UAW... I do like their articles and find them very relevant. You have to leave the original authors links in there but you can add additional ones for your things

Martin Thanks David!  
David A Rosales @Kerry... I use something along the lines of UAW but its different in a good way

David A Rosales more unique to what I am writing  
SusanK Write good content with h1 and h2 and you will be set  
David A Rosales as @BB is saying relevant  
RonaD @BB - have you ever used PLR - private label rights - for a way to begin?

Kerry "The H1 and H2 (and even h3) has to hold the relevant content to ""count""

Nathan One SEO guy told me to put the entire page in an h1 and just style it so it looks normal. He didn't get a call back...

David A Rosales Good question ^^^^^  
David A Rosales @Nathan WOW  
Kerry @Nathan, LOLLOL  
SusanK OMG Nathan, wonder if he's still in business.  
HRH what does UAW do, David- spins articles?  
ChrisMalone Google will shut you down for that right?

David A Rosales @HRH yes  
Martin How often should you write?  
Sanford uaw - united auto workers?  
David A Rosales @Martin as much as you can... I tell clients either twice a week, once a week, or monthly... depends on them... or you for that matter  
Kerry @HRH The version I have puts article for me to review in my posts and then I can decide when to use them too  
Alcott With a client that is mostly doing a Vlog would it be useful to post a transcript?  
David A Rosales @Sanford Unique Article Wizard...  
David A Rosales UAW...  
SusanK Martin, depends on your site. Some sites do well daily, hourly or monthly or ?. IE a newspaper site will need hourly or sooner  
Kerry @Martin as often as you can be regular and consistant...  
Deborah newb question: maybe i missed this - what is H1 and H2 please?  
HRH thanks Kerry  
Nathan @Deborah - heading1 heading2 etc  
jmac @Deborah , html title tags  
Kerry @Martin regular and consistantly is more important than going strong and then quitting because you cannot keep up  
ChrisMalone #2 Hide the iron before your wife sees it.  
Deborah @Nathan @jmac ok, thanks.  
David A Rosales "@Deborah they are tags... if you are in builder (or wordpress for that matter) you can see where it says ""paragraph"" in WYSIWYG"  
Sanford thanks @David  
Mike Cannon @Alcot I would say yes, but not necessarily at the same time. Different people have different learning styles and the transcript may get more social media referrals than the video  
David A Rosales @Sanford yup  
HRH I had purchased Article post robot- but that does not mess with your article - just distributes it with a variation of title or author bio to multiple sites to save your time- but the article is your  
David A Rosales @BB the crazy thing is... people actually make money with it though...  
Martin Thanks @Kerry @David  
Deborah @DAR ok, thanks.  
David A Rosales HAHA yup...  
Martin Which is better for SEO blog.your-domain.com vs. your-domain.com/blog?  
Nathan haha love it  
David A Rosales @Martine yourdomain.com/blog  
Deborah @DAR why?  
HRH I like writing- thank goodness  
Nathan then you just have to purchase their second tier of services  
jmac @nathan, does that get you into the inner circle?  
SusanK Lol, Nathan

David A Rosales usually for SEO you want your brand or keyword first... instead of a subdomain... unless your subdomain starts with your keyword/brand

David A Rosales like what hubpages did

David A Rosales I like that subpage idea

David A Rosales sub domain... rather

Deborah @DAR ooooh, ok, makes sense. Thanks.

Kate So, value is better than length?

David A Rosales @Kate usually

Andi You know, I just clicked through to some green tomato recipes this morning based on just this concept of ranking well...

David A Rosales Unique Value proposition is what gets people coming back...

michele @BB Are we saying rank widely across related queries?

Sanford "similar to Google PPC - ranking 1, 2 & 3 attracts the ""tire kickers who don't buy"" ..so you want to aim for positions 6,7 & 8 on P. 1 of Google - as more click thrus will convert into Purchases/Sales!"

Mike Cannon what do you think about a long article as opposed to smaller articles with the same content in a series?

Nathan That's like saying I'm good because I said so :)

Andi Sanford, exactly!

HRH please elaborate on internal and passed article links

Sanford "@David and every business needs a ""USP""!"

jmac thank you

David A Rosales @Sanford indeed

Aditi @bb should not each article focus on one main key concept, meaning one or 2 key phrases??

David A Rosales @Aditi I think so yes

HRH what frequency of posting works best pls BB?

jmac @nathan, I believe you if you say that

Andi did the internal vs passed article links get answered?

Nathan Also you should start all your posts with A because that means they get listed first alphabetically in Google.

Mike Cannon @Andi don't think so

SusanK Nathan, ???

Nathan "D

2011-10-17 15:45:01 Andi 216.171.197.187 it was HRH question

2011-10-17 15:45:36 Barbara Rowen 184.99.119.218 @Nathan, no...really...no...oh, you...lol...

2011-10-17 15:45:39 Sherry 96.50.204.27 @Nathan -- lol -- that WAS true for the yellow pages... in a lot of people's minds

2011-10-17 15:45:39 Sanford 24.136.140.138 @Nathan, don't you mean AAA"" ? :)"

Andi makes sense

Nathan that's good info

jmac just use white text on white pages and plaster it all with keywords

HRH Thank you BB and Ruth!

SusanK Careful, Nathan, you will be believed, lol  
OverHall @jmac - you will get kicked out for that  
Andi I'm now re-reading my old stuff and working on the links.  
Alcott @BB Is there a value to including a transcript with posts that are primarily audio or video?

jmac @OH, I know that was tongue in cheek  
SusanK JMac - NO Google will sandbox you so fast it will make your head spin  
HRH related posts plugin?  
Deborah LOL @Nat you had me for about 2 secs on that, ha ha.  
Nathan Sorry... I was KIDDING earlier... for the record  
OverHall @jmac - people use to teach that way back where - not sure if people still teach that way - if so RUN!  
Kerry Each time I write I try to think of where that article will back to and relate to something else I already wrote... AND I also make notes for the article that I want to write next  
Nathan @Kerry - I gotta get better at that  
Sanford @Kerry , Linking works!  
jmac I will most likely remain mute then  
Kerry @Nathan it sometimes prevents me from writing tho... Like anything I do, I don't typically do anything until I know I will be able to do it the best I can.

Nathan or unless you're selling textbooks...  
HRH someone recommended using dragon naturally speaking so you can speak your post  
SusanK JMac, you don't have to stop asking or talking. We just want to make sure you're getting the best info possible  
TomD @BB: it's called conversational writing, it's actually hard to do  
Barbara Rowen I make my clients' websites sound like my clients...only better.  
Andi Ideally, you want to define the 'voice' of the client and write in that 'voice' ... that is best case.

Nathan I've got to go double duty since we've been missing coachB lately  
Barbara Rowen @Ruth, agreed.  
Andi Like Bar says! agreed.  
Andi Siri could help, maybe.  
HRH or dragon naturally speaking  
Nathan Talk to Siri  
CoachB OK. coming in to help Nathan  
Nathan Hey Coach!  
JeremyT\_in\_SG I like to use speech-to-text software such as Dragon Naturally Speaking to talk it through  
OverHall LOLOLOL I talk out loud while I'm writing sometimes!  
HRH dragon transcribes as you speak  
Sanford "Another method - is to turn ""OFF"" your computer monitor - and then just start writing."  
Barbara Rowen @CoachB...good to see you today. Where have you been?

RonaD @BB good tip - record to find your voice in writing  
David A Rosales or you can get the at home stenographer...  
OverHall hubbie ask me if I always talk to my computer - lolol  
SusanK DAR - used to be one  
CoachB "Working on new book for speakers: ""Write Better, Speak Gooder.""

CoachB have some kinks to work out apparently.  
David A Rosales lol  
OverHall Hey @CoachB!  
TomD You can also do a mind dump, just write and write and you'll see your voice come through

Barbara Rowen @SusanK...oh, those were the days, right...lol...  
Andi To get ideas, it sometimes works to carry out a mindless repetitive task, like chopping down tomato vines then prepping them for the compost pile.

SusanK Bar - Yes, lol  
David A Rosales Hey Coach! Clear Eyes Full Hearts Cant Lose...  
CoachB Been pre-occupied with life, whiney clients, catching up on to-dos from 2006. Usual stuff.

jmac hey coach  
ChrisMalone Chris likes to speak of himself in the third person.  
MJ\_McL Or in the third person !  
David Perednia David likes to write in third person  
TomD don't lapse into a comma  
Barbara Rowen @CoachB...you have been missed. But Nathan has been doing a good job in your absence.

OverHall "I'm a ""!"" junkie!!!"  
David Perednia @Chris too fast for me!  
ChrisMalone "@overhall I'm a ""..."" junkie..."  
OverHall Any of junkies here want to share?  
OverHall (other) not of  
CoachB Way to go Nathan. Now that I'm back it may be too much for other chatters... double-dose :)

Nathan I am but a young Obi Wan to CoachB's Qui-Gon  
Jerry Kaup Good writing is rewriting  
Sherry I'm a '—' junkie  
Mike Cannon Strunk and White is helpful  
TomD ! is called a screamer. much like all CAPS  
Andi "@BB, I would also list ""entertaining"" for step 5"  
Sanford Once you tell somebody they way that you feel, you can feel it beginning to grow, I think its true what they say about the squeaky wheel - always getting the grease.

Barbara Rowen I'm a comma junkie, I think.  
Sanford - James Taylor  
David Perednia "Do you suggest using a plugin like ""Broken Link Checker""  
OverHall #11 - Spell Check before publishing!

Aditi @bb what about article distribution? does the original article need to be tweaked for uniqueness?

CoachB What's the real skinny on auto-generated posts? I see these auto-generator kits being sold... doesn't that get duplicate content of other purchasers?

SusanK Ah OverHall - right!

Barbara Rowen @Janet, that is a MUST!

Nathan "@OverHall - and do an ""I knew what you meant to say"" check for the wrong word that's spelled right"

CoachB BAR you're commanist?

OverHall "@SusanK - first time hubbie read a post of a friend of mine - he didn't spell check - hubiie said ""won't read this - it's full of errors!""

SusanK Overhall - lol

OverHall I can't spell either OLOLOL

Martin Should we tag or not tag our blog posts?

Kerry I spel perfectly, lol

Nathan This is actually good news for the web in general

SusanK Kerry, lol

Kerry @Martin yes, tag

Jonathan @BB : How to rank high for a 3-page website with limited contents ?? (PAGES = About Us, Our Services, Contact Us)

Kerry If you have to have multiple category make sub categories

Sanford "Write well and chances are you will naturally get the ""key words"" you need into your article - then use Google Webmaster Tools(BIng, Yahoo) - to see how you do and Tweak your article."

Jerry Kaup What if your URL does not include categories?

SusanK Johnathan - hard

Kerry @Jonathan get a blog, it does not have to link from the site...

Stacey What about Meta Tags and Description?

CoachB Free oil change

Aditi @bb #2- for multiple queries - are you talking bout different expressions/phrases for the same concept?

Nathan Unless they search for Auto Dealers (City Name), you're sunk

CoachB lube extra

Kerry @Jerry then make sure your titles are rich in relativity (Has your keyword in it)

SusanK Stacey - it never hurts to have both. Google may not use it but why risk not allowing bing and yahoo to rank you?

Sanford @Stacey - my Understanding is that Meta Tags and Description - Used to help SEO - but not so much anymore.

Nathan Our prices are insane...

TomD @jonathan: you might want to look at local search tools such as directories, google places.

HRH our clients are insaner

Nathan @BB - how does URL play into it

Jonathan @BB & others : Got it ! Thanks !

Stacey @Susank - I've become used to always using and Like what  
@Stanford wrote, I was wondering if mattered today  
Sanford Nevertheless - it is still important to use the Meta Tags and  
Description - for like your SERPs (Search Engine Results Page -  
what you see in Google for your page)  
Nathan WashingtonCarDealer.com  
Kerry @Jonathan another way to get people to your site would be paid  
traffic, in other words you are buying ads to attract your clients to  
that site - then they don't need to rank  
Nathan ^^^  
HRH title, page url with keywors  
Stacey I also have good Page Titles cause I thought it mattered for SERP  
Jonathan @Kerry @TomD : Thanks !  
David A Rosales @BB your content has your queries though  
David A Rosales @Jonathan gotta get a blog with some content...  
CoachB Never get to content with your content.  
Sanford Validate Your site - as it can Only Help - cannot hurt your SEO.  
CoachB to = too (saving o's today)  
HRH BB did you do a previous seminar showing us how to assess  
current SEO of a clients site?  
ChrisMalone yep  
HRH yes  
Sherry @HRH yes  
Jonathan @David : Putting a blog on a subdomain with links to main domain  
but main domain doesn't link to blog. Will it works?  
Andi great webbie today, @BB  
David A Rosales Great one @BB  
Deborah @BB running multiple biz websites, do you open separate SEngine  
accounts for each site or use one biz account for all?  
Nathan I miss the good ol days when you could just put a bunch of tags in a  
piece of software that would submit the site to the engines and you  
were good...  
Sanford @BB - Yes - and I found your Google Webmaster Tools Tip - the  
most important!  
Aditi @BB multiple queries ...is it different expressions forthe same  
topic?  
CoachB Keep writing until you have something to say. Politicians speak that  
way  
David A Rosales @Jonathan it can.. but why would you put in on the subdomain?  
why not just have it on the site itself?  
David A Rosales because it would take an additional wordpress install  
Jonathan @David : cos my client wish to rank high for the main domain only  
Mike Cannon @HRH look for this one, I think: SEO Tracking Metrics Topics  
Covered: SEO clients  
Jonathan @David : they don't like blogging  
HRH thanks Mike, I will

Nathan that's a good one  
David A Rosales I see  
MJ\_McL @Deborah. If I am managing multiple websites, I usually have just the one account  
Sanford "You need to have something Unique to say - when you write a blog post - think of it like your ""Blog Post USP""!"  
David A Rosales yeah then subdomain.. but do they have a newsletter?  
David A Rosales newsletter = blog  
Nathan Lotsa webinars this week  
michele @BB thanks for the great advice  
MJ\_McL Agenda for members Chat ?  
Jonathan @David : no newsletter  
David A Rosales @Jonathan...WOW... hmmm so what do they use for communication?  
CoachB I keep going to the OLD site and missed the latest webinars... It university.webdesign.com being retired or updated? (why not redirect?)  
Jonathan @David : contact form, email  
Sanford Great Webinar - Thanks @BB!  
ChrisMalone @anyone - which month was web grabber highlighted in (members only chat)? anyone know off top of head?  
CoachB Okie dokie  
David A Rosales well I would think they are emailing them SOMETHING  
HRH God Bless BB, Stay safe  
Deborah @BB eta on November events?  
David A Rosales some kind of information  
Stacey @BB I am still waiting for chat log from september's member only. When will they be avail?  
Pam Thanks, BB!  
Nathan Thanks Prof  
Kathy Thanks BB  
MichelleO tku @BB  
OverHall Bye all! Another great class!!  
Kate Thanks Benjamin!  
Jonathan @David : yes... but not to public...  
SusanK Chris - just visit code canyon.com  
Nathan Pugsley at the archives...  
Stacey thanks  
Nathan ate  
David A Rosales any kind of information they send handouts etc is relevant for public consumption  
MJ\_McL @ChrisMalone. Members Chat of 1st July  
TomD thanks bb  
Andi see you all  
Sherry @Chris -- not sure but it may have been in the last few weeks of June

MichelleO bye  
ChrisMalone @mj thanks!  
CoachB Nice to see everyone again.. hoping to get back on regular schedule this week...

HRH bye all  
Deborah @Stacey what's your addy, i may have it  
Nathan "Was at Starbucks this morning. Met a guy there that was a graphic designer. Said he got a lot of training from a podcast by this guy ""Justin Seeley"" ..."

Stacey @Deborah thanks!!! [staceywilkins@gmail.com](mailto:staceywilkins@gmail.com)  
Sanford Excellent @CoachB - we love your brand of humor!  
Deborah @Stacey checking...  
Jonathan @David : Thanks a lot.... will psycho my client to put more contents.... gtg... bye....

Jonathan @BB Thanks !  
CoachB did someone post here a while back that they had made a chart/list of topics covered within the older recorded webinars - like an index?

Sherry Thanks BB!  
Deborah @Stacey yup, will send.  
Stacey @Deborah Many thanks!  
CoachB Hey Sanford. Thx. For some not their cup of tea. They can just drink coffee. :)

BenjaminBradley I'll leave the chat room open for a bit.  
Deborah @Stacey np.  
Deborah @MJ missed your answer above early re multiple accounts...thanks.

MichelleO @deborah he said that he usually only uses one account  
Deborah @MO oh I didn't hear that - thanks!  
MichelleO That's what MJ answered can't remember if @BB answered your question cuz I stepped away

MichelleO Okay Guys - - - gotta go - - C U tomorrow  
Deborah @MO lol oh, ok, yes got MJ's answer. I didn't hear @BB answer it.  
RonaD "does anybody know where the article was that defined the different ""search engines"" i just caught a glimpse of it in the call and cannot find a way to search for it"

MichelleO @Deborah I'll have to catch it when I listen to this again later. Had to step away but had my record going and half listening while working on another computer on a site review

Deborah Think Kerry has multiple sites, I should ask her what she does.  
HRH RonaD it was on benjaminbradley.com blog I think  
Deborah @RonaD on webdesign.com blog, Oct 4, 5, 6  
Deborah <http://webdesign.com/news/page/2/>  
HRH Thanks Deb  
HRH bye all  
RonaD @Deborah - thanks for the link

Deborah            yw